

Preventive Health and Health Services Block Grant

Indiana

Robots Can Teach ATV Safety!

"Safety Sam is an interactive, engaging educational tool to help increase awareness about ATV safety. He is helping us turn up the volume on ATV safety in the state of Indiana and reach our goal of zero preventable deaths on ATV's"

Ashlee Bruggenschmidt, Director
Play for Kate Foundation

Public Health Problem (Issue)

"Safety Sam is an interactive, engaging educational tool to help increase awareness about ATV safety. He is helping us turn up the volume on ATV safety in the state of Indiana and reach our goal of zero preventable deaths on ATV's," Over the past 5 years, 1,285 ATV-related injuries have occurred in Indiana. According to the Indiana Department of Natural Resources (DNR), there were 21 ATV-related deaths in 2016. Ashlee Bruggenschmidt, director of the Play for Kate Foundation, knows first-hand the tragedy of losing a child in an ATV collision. Her daughter Kate was only 11 years old when she died while riding an ATV in southern Indiana. Thanks to Play for Kate and the collaborative efforts the Indiana State Department of Health Child Fatality Review (CFR) Division and other injury prevention advocates, Indiana has seen big changes in the ways we educate about and monitor ATV safety.

Taking Action (Intervention)

Understanding how important it is for children to wear helmets when riding ATVs, injury prevention advocates cheered when House Enrolled Act (HEA) 1200 took effect on July 1, 2017. This law requires all children under age 18 to wear a DOT-approved helmet when riding any ATV on public or private property in Indiana.

But how do we get the word out about the need for helmets? Education! With PHHS Block Grant funds, the CFR Division has assisted educating communities by funding an ATV safety training course in 2017. Mike Klumpp, a 4-H ATV Safety Coordinator, came to Indiana and taught more than 35 professionals from several counties to act as youth trainers for ATV safety. Each learner was presented with the skills and tools necessary to take the lessons back to their communities and teach kids and families how to have fun and be safe on an ATV.

Indiana has also been introduced to Safety Sam - the first-ever ATV safety robot. He is the size of a 9 year old child, dressed in full ATV safety gear, including helmet, goggles, elbow guards, chest protector, knee/shin guards, boots and gloves, and operating an animated ATV. With the assistance of his partners at the Department of Natural Resources (DNR), Sam teaches audiences the importance of ATV safety, proper safety gear and operating ATVs appropriate to the size of the rider. Since his unveiling in March 2017, Sam has been seen at many community events and has reached nearly 50,000 people. He was even spotted at some national injury prevention conferences over the summer! "Safety Sam is an interactive, engaging educational tool to help increase awareness about ATV safety. He is helping us turn up the volume on ATV safety in the state of Indiana and reach our goal of zero preventable deaths on ATV's," says Ashlee. The CFR Division saw the popularity of Sam, recognized the need for more like him, and utilized PHHS Block Grant funds to support the creation of another robot. We look forward to continuing to partner with Play for Kate and DNR on this project.

Impact

Our goal in Indiana is zero preventable injuries. Thankfully, Indiana reported zero child deaths due to ATV collisions since the signing of the helmet legislation. Ashlee Bruggenschmidt suffered the loss of her daughter Kate, and countless other Indiana families are living with the impact of injuries suffered during ATV collisions. With measures like HEA 1200 and the ability to utilize PHHS Block Grant funds to support

new and innovative injury prevention resources like Safety Sam, Hoosier kids can learn to safely have fun on ATVs.

Footnotes

N/A

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Healthy People Objective

Child Fatality Review of Child Deaths Due to External Causes

PHHS Block Grant Funding

100% - Total source of funding

PHHS Block Grant Coordinator

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For more information on the

PHHS Block Grant, go to

www.cdc.gov/phhsblockgrant

For more information on

Healthy People, go to www.healthypeople.gov

PHHS Block Grant Supports

Indiana Healthy People Priorities

The PHHS Block Grant provides flexible funding that states can use to prevent and control chronic diseases, respond quickly to outbreaks of infections and waterborne diseases, and address their specific public health needs. States can align their programs with health objectives from [Healthy People](#).

Indiana uses its funds to address 14 health objective priorities, including

- Cardiovascular Health.
- Community Water Fluoridation.
- Accredited Public Health Agencies.
- Public Health Agency Quality Improvement Program.
- Health Improvement Plans.

For a complete list of funded health objectives, go to

<http://www.cdc.gov/phhsblockgrant/stateHPprior.htm>.